

Machine Learning and Predictive Models

Lyon (France)

6 - 10 July 2026

UK Traininig

PARTNER



Machine Learning and Predictive Models

Code: AI28 From: 6 - 10 July 2026 City: Lyon (France) Fees: 4900 Pound

Introduction

In a data-driven world, machine learning and predictive models have become strategic necessities for effective decision-making.

This course offers a practical foundation in modern data analysis techniques and equips participants with tools to build predictive solutions that drive growth and operational efficiency.

It is designed for executives, team leaders, and professionals across departments such as HR, finance, marketing, and project management in both public and private sector institutions throughout the Middle East and North Africa. The course also caters to early- and mid-career professionals, as well as senior management seeking to align their strategic vision with AI-powered insights.

Through a balanced blend of theory and application, participants will gain the skills to transform data into actionable business intelligence.

Course Objectives

- Understand the core principles of machine learning.
- Learn how to build and interpret predictive models.
- Apply appropriate algorithms to real-world business challenges.
- Use analytical tools to design smart performance indicators.
- Train models on real datasets and evaluate their accuracy.
- Manage data quality and address bias in predictive systems.
- Improve decision-making based on data-driven forecasts.
- Integrate smart analytics into enterprise operations.

Course Outlines

Day 1: Introduction to Machine Learning

- Key differences between traditional programming and machine learning.
- Categories of machine learning: supervised, unsupervised, and reinforcement learning.
- Use cases of machine learning in business environments.
- Understanding training and testing datasets.
- Ethical and legal considerations in machine learning applications.
- Overview of commonly used tools and platforms.

Day 2: Building Predictive Models

- What is a predictive model and how does it work?
- End-to-end development process from problem definition to deployment.
- Selecting key features and analyzing correlations.
- Business case applications in marketing, HR, and finance.
- Handling bias and data imbalance.



- Creating clear and concise model reports.

Day 3: Practical Applications Using Analytical Tools

- Preparing and cleaning raw data for modeling.
- Using tools to build basic predictive models.
- Training, validating, and interpreting model performance.
- Comparing models and selecting the best one.
- Time-series data and trend forecasting.
- Designing interactive dashboards to present results.

Day 4: Optimization and Enterprise Integration

- Improving model accuracy through tuning techniques.
- Validating models with cross-validation and re-training.
- Integrating predictive models with business systems.
- Ensuring data security and privacy compliance.
- Aligning teams to adopt predictive analytics in workflows.
- Promoting a data-driven culture across departments.

Day 5: Case Study and Applied Assessment

- Analyzing a real-world case from the banking or oil sector.
- Developing a predictive solution for a business scenario.
- Participant-led evaluation of model outcomes.
- Group discussion of practical challenges and solutions.
- Final knowledge assessment.
- Personalized feedback and development planning.

Why Attend this Course: Wins & Losses!

- Gain a deep understanding of predictive analytics.
- Turn complex data into actionable insights.
- Acquire in-demand technical skills.
- Reduce business risks through early forecasting.
- Improve marketing strategies with accurate targeting.
- Support HR planning with employee behavior predictions.
- Strengthen financial forecasting and budget planning.
- Prepare your organization for advanced digital transformation.

Conclusion

The Machine Learning and Predictive Models course provides a practical gateway for professionals to make smarter, data-driven decisions. Whether you work in finance, marketing, energy, or government, this program empowers you with the tools to become part of the AI transformation.

By combining technical insight with real business application, you will be prepared to face challenges and deliver measurable value. This is not just a training program – it's a mindset shift toward intelligent decision-making.

PARTNER



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut



Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior,
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

